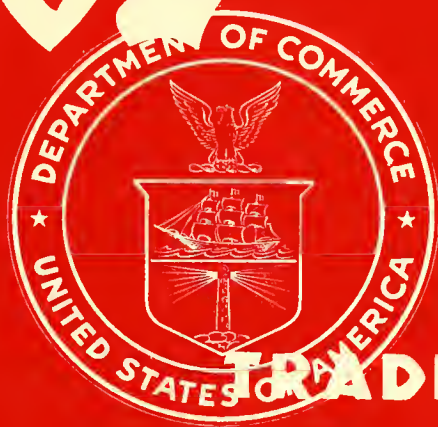


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BUSINESS in GERMANY 1962



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**TRADE MISSION
TO GERMANY
APRIL & MAY 1962**

U.S. DEPARTMENT
OF COMMERCE
BUREAU OF
INTERNATIONAL
BUSINESS OPERATIONS
TRADE MISSIONS
DIVISION
WASHINGTON 25, D.C.

MISSION PERSONNEL



BERNHARD K. HAFFNER

Mr. Haffner, Director of the Mission, is Deputy Director of the Metalworking Equipment Division, Business Defense Services Administration, U.S. Department of Commerce. He is a mining engineer and for many years was Vice-President of a firm producing precision tools and oil-field drilling equipment. He has many years of experience in international trade and represented the U. S. Government in the Netherlands and the Middle East as an industry specialist.

RAY DILLING



Mr. Dilling is President of the Tally Register Corporation, Seattle, Washington. He is an expert in a wide variety of automatic controls for recording, measuring and qualitative testing. Mr. Dilling's company designs and produces data processing system, electro-mechanical system, and electronic data systems, and others equipment. He received a science degree in electrical engineering from Washington State College.



ARTHUR F. DRAPER

Mr. Draper is Executive Assistant to the Director of Marketing, Remington Rand Univac Division, Sperry Rand Corporation, New York. Mr. Draper is a physicist whose special project has been the Solid State Univac from its inception. He is an expert on the application of computer and data processing equipment to industrial processes and machinery. Mr. Draper is a graduate of Yale University and a member of the Franklin Institute of Philadelphia.

THOMAS GLYNN



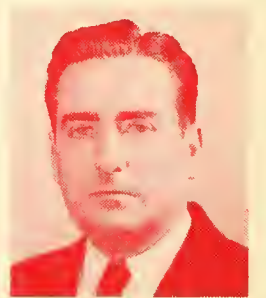
Mr. Thomas Glynn is Vice President in charge of the Manufacturing Division of John H. Breck, Inc., of Springfield, Massachusetts. He has specialized in the area of packaging, progressing through the stages of hand-packaging, semi-manual, and high-speed mechanical packaging. Mr. Glynn is experience in selecting, specifying, installing, and operating packaging equipment for glass and plastic bottles, metal and plastic tubes, glass and plastic jars, flexible pouches, and display assembly.



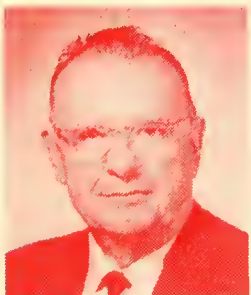
ROBERT G. KEMP

Mr. Kemp is Chief, Special Projects Promotion, Bureau of International Business Operations, U. S. Department of Commerce. He served as Trade Development Officer on the Mission, exploring in detail promising trade and investment opportunities. Mr. Kemp has had long experience in Europe as marketing and sales manager for one of the largest American food processing companies. He also served in South America in a similar capacity in the field of pharmaceuticals.

HAROLD W. KIPPERS



Mr. Kippers is Sales Manager of the Kearney & Trecker Corporation, of Milwaukee, Wisconsin. Kearney & Trecker are internationally known designers and producers of special numerically controlled machine centers, special transfer and index types of machines, as well as major producers of milling and boring machines. Mr. Kippers has considerable experience in licensing and joint venture operations through active participation in his company's overseas affiliations.



THEODORE LOUIS SPILMAN

Mr. Spilman is President and General Manager of the Waynesboro Publishing Corporation, Waynesboro, Virginia, and supervises all phases of production and marketing of his company's plants at Waynesboro, Virginia, Glasgow, Kentucky, and Hillsville, Virginia. He is an expert on all aspects of the printing industry—offset printing, automatic typesetting, printing presses, color presses, and auxiliary equipment used by the graphic arts in the printing and publishing industries.

LAWRENCE M. WEITZEL



Mr. Weitzel is President of the Mechanical Specialties Company, Los Angeles, California. His experience covers every aspect of the machine tool and die industry. He is familiar with the latest equipment being utilized within the industry—specialized and automatic machinery and machine tools. Mr. Weitzel is a native of Minneapolis, Minnesota, and attended the Universities of Southern California and California.

*Peace and prosperity are the goal of all free nations—
a goal that will be reached only by nations working together.*

*Trade missions are personal emissaries broadening
the pathways which link our nations.*

—PRESIDENT JOHN F. KENNEDY

Inaugurating a new service for American businessmen, the U.S. Machinery Trade Mission to Germany was accompanied by a Trade Development Officer. As an unofficial member of the Mission, it was his responsibility to develop additional marketing information on promising trade and investment opportunities. On many of the following reports, additional information of this type has been developed through his follow-up activities. This Officer has had a number of years experience in marketing in Germany, and his services and comments on any of the special cases are available on request to:

Trade Development Officer
U.S. Machinery Trade Mission to Germany
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business
in
Germany
1962

Report of the
U.S. Machinery Trade Mission
to Germany
April and May 1962

U.S. DEPARTMENT OF COMMERCE
BUREAU OF INTERNATIONAL BUSINESS OPERATIONS
TRADE MISSIONS DIVISION
WASHINGTON 25, D.C.

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first specialized trade mission represents wide range of industrial expertese introduction

The U. S. Machinery Trade Mission to Germany in April and May of 1962, visited the industrial districts centered around Karlsruhe, Stuttgart, West Berlin, Frankfurt, Hannover, Hamburg, and Dueseldorf. It reinforced the U. S. Foreign Service staff at the new U. S. Trade Information Center during the ten days of the Hannover Industrial Fair. During its five weeks in Germany, the six-member Mission concentrated on individual plant visits to manufacturing establishments of particular interest to them, and individual consultations, usually at the prior request of the German participant, with German industrialists, management, engineers, production and sales personnel.

This most recent Trade Mission, the 101st since the program started, introduced a new concept in U. S. Trade Missions: *a high degree of concentration of effort in an important but narrowly restricted segment of industry*. Specifically, all the members were drawn from private U. S. industry, and represented some phase of production, or use of highly automated, labor saving machines, particularly numerically controlled machine tools for industrial production, and their equivalent, auto-

mated, labor-saving equipment in the fields of packaging and printing.

The primary objective of the Mission was directed by current U. S. economic policy toward developing the export of U. S. manufactured equipment, and, secondarily the fostering of the licensing or joint venture operations of manufacturing U. S. proprietary items within Germany, both of which would contribute to improving our U. S. balance of payments position. The Mission's observations and conclusions with respect to these trade objectives are largely restricted to the special fields of interest of the individual members.

Some pertinent observations on trade opportunities in other fields will be briefly discussed, but essentially this report covers four distinct areas: (1) The market opportunities in Germany for machine tools; (2) For instrumentation, data processing and digital control systems; (3) For consumer goods packaging equipment, and (4) For printing equipment.

These areas are individually discussed, but certain broad conclusions regarding the German market are common to any commodity area, and are treated in a general market analysis.

general observations on the German market

For any individual group, after a short five-week survey, to execute a definitive study of the industry of a country of 54 million people would obviously be impossible. The conclusions presented here, and throughout this report, are broad and general, and subject to many exceptions. In addition, Germany, as many other nations, is in a state of evolution, with many developments in progress, and what may be true today very likely will not be so tomorrow or a year from now.

STATUS OF DOMESTIC INDUSTRY

No general description of German's well known industry is required or intended. For the U. S. exporter, or potential licensor or participant in local German manufacturing, the importance of assessing domestic competition requires that some pertinent current developments be discussed.

A. SHORTAGE OF SKILLED LABOR. After several years of a labor surplus, German industry now faces a severe shortage, particularly of skilled labor which limits its ability to expand production, and, at the same time, creates inefficiency due to high turnover, excessive absenteeism, and a complacency or unaggressive attitude of both workers and the younger generation of engineers and supervisory personnel. The importation of foreign workers can only partially alleviate this situation. Consequently, any equipment specifically applicable to reducing the current amount of labor required in German industrial operations or service industries will have a sales advantage.

This labor situation is expected to continue, and become more aggravated. While there exists a fairly large apprentice training program, there appears to be a reluctance by young workers to go through a three and one-half year training program in view of the immediate opportunities offered by the current labor shortage. The loss of older workers from the labor market will be severe over the next few years because of the abnormal age distribution of the present work force. These factors will greatly enhance the opportunities for marketing U. S. developed and proven labor saving machines and production techniques over the next few years.

B. RELATIVELY LOW WAGE RATES. In spite of the labor shortage, German wage rates are still relatively low compared to U. S. labor rates. The current market for U. S. type labor saving equipment is limited by this economic factor, which still permits German industry to absorb a high labor input and yet remain competitive in prices for both capital goods and public consumption items, particularly vis-a-vis U. S. competition. However, increased competition from still lower wage rate areas, Japan and other Common Market countries, and rising labor costs within Germany, should rapidly force the German industry into using much more labor saving and cost reducing production equipment. The potential for U. S. production machinery, if not for U. S. exported consumer goods, should rapidly increase over the near future.

C. RELATIVELY MODERN STATUS OF INDUSTRIAL EQUIPMENT. At the end of World War II German industry was virtually prostrate. In the intervening seventeen years, Germany has rebuilt its highly industrialized economy, producing all types of capital goods and production machinery. German plants on the whole are well equipped with up-to-date general purpose tools and machines which are almost wholly of German manufacture and of a lower average age than those in the U. S. industrial plants. Consequently, the market for normal replacement of general purpose types of worn-out or obsolete equipment is quite limited compared to the like market in the U. S. and some other industrialized countries. In addition, most of the new models of modern machinery offered to the German market must demonstrate a high increase in productivity and cost saving in order to justify replacing the current efficient equipment in general use.

D. PROBLEM OF THE SPECIALIZED "SUPPORT" INDUSTRIES. There is in Germany a distinct lack of the support industries so important in the U. S. economy, which specialize in supplying parts, components, sub-assemblies, or semi-manufactured items to other manufacturers. German industrial plants tend to follow a "do-it-within" attitude and to build up numerous small departments to provide their own support services and a

wide range of common, standard components and basic items. This requires the development of special skills within a firm, and the inefficient use of tool and labor capacity. Supporting this situation is the German "turnover tax" which penalizes the support industry activity by taxing the sales value of materials, components or semi-manufactures at each sales transaction. The resulting encouragement to German manufacturing establishments to "do it yourself" rather than purchase from specialized supporting manufacturers reduces the market for imported parts and components which in many other foreign markets normally offer an excellent opportunity for U. S. exports. It also discourages the establishment of licensees or joint manufacturing operations in this area.

business climate and management attitude

A. CONSERVATISM. Many German companies, particularly the smaller and medium-size ones, have historically developed into tightly controlled, often family held organizations with dynastic management and a corporate responsibility to a relatively small group of equity holders. What on the surface may appear to the U. S. businessman to be an unprogressive conservatism, is often due to a different responsibility or more limited, personalized objectives of the German company's management than is generally present in a U. S. public-held corporation. Successful sales effort in this climate is aided by a highly personalized approach to each German company's situation, rather than an impersonal general promotion of a product.

B. LACK OF ADEQUATE COST ANALYSIS. Many German companies apparently do not analyse their costs of manufacture to the degree and extent common in the U. S. In some cases, they seem to operate on a "cash register" economic basis, comparing sales against overall costs. As a result the



Top: Press Conference, U.S. Trade Information Center, Hannover Fair Grounds, May 1, 1962.

Center: Opening day of U. S. Trade Information Center—Hannover Industries Fair, Hannover, April 29, 1962.

Bottom: Ambassador Dowling opening the U.S. Trade Information Center at the Hannover Industries Fair, Hannover, April 29, 1962.

tendency is to be price-conscious rather than product-cost-evaluation conscious in purchasing capital equipment.

A serious deterrent to the greater use of U. S. developed cost saving equipment is a lack of adequate understanding of the complicated, detailed cost factors involved. This results in considerable sales resistance and misconceptions concerning the application and advantages of U. S. developed equipment. It contributes to the common idea that U. S. machinery is made for mass production only, or that U. S. wages are so high that our costs automatically create machinery too high priced for the German market. It can often result in a tendency to wait for comparatively long deliveries rather than pay a worthwhile premium for a shorter one.

There seems to be considerable room for successful sales effort based on detailed cost analysis of the specific German operations involved and stressing of the economics of U. S. production equipment in terms of hours and dollars saved on the final products.

C. SELLING TECHNIQUES IN THE GERMAN MARKET. The general recommendations of the Trade Mission for selling in the German market are common not only to all product areas, but are of course basic export sales tenets equally applicable to any foreign market. They bear repeating, even briefly, as worthwhile reminders.

(1) Explore and analyze the market thoroughly with respect to your own particular product. Particularly in such well exploited markets as Germany, the "rifle" approach is required to find the sales opportunities, rather than the "shot-gun" approach.

(2) Take full advantage of the facilities of the U. S. Foreign Service and the U. S. Department of Commerce. Few people realize the volume and extent of foreign commercial information

and services available through these agencies, or how to obtain it. Don't overlook the information and services available from the commercial departments of U. S. and foreign banks, chambers of commerce, or previously established U. S. companies in the foreign market.

(3) Make adequate and early provision for fully satisfactory maintenance, repair, and sales service. In Germany particularly it is absolutely necessary at least to match the very high degree of service currently provided by domestic manufacturers.

(4) Use the language of the country as fully as possible. Salesmen should speak German; sales literature, maintenance and operating manuals should be in German.

(5) Use foreign nationals wherever possible for local appeal and easier acceptance. However, avoid double agency (agent and sub-agent) arrangements because of high sales mark-up. Some arrangements observed by the mission required total mark-ups of 85 percent to cover two or more commissions plus freight and duty.

(6) Insofar as possible, adapt or modify your items to meet domestic preferences and to conform to local custom or use. In particular, use the metric system wherever applicable.

(7) Make proper use of German trade fairs and exhibits. In Europe, and Germany in particular, these are highly important direct sales activities, and quite different from the usual U. S. exhibitions.

(8) Don't underestimate the sales effort required to be successful in foreign markets. Use all the sales tools available. Treat the German market as seriously and intently as your domestic market. Get into it on a solid and permanent basis rather than a hit-or-miss or by-product basis, and the sales opportunities will materialize.

market situation for machine tools¹

THE GERMAN MACHINE TOOL BUILDING INDUSTRY

Germany has a very substantial machine tool industry consisting of approximately 450 companies

producing a broad line of machines. Current deliveries range from 6 months on simple standard machines to 12 to 24 months on more complicated equipment. Current exports represent 40 percent of the sales volume.

Because of the industry's relatively low wage rates, it is able to produce economically more variations of standard general purpose machines than does U. S. industry in spite of the limited

¹Harold Kippers, Kearney and Trecker. Lawrence Weitzel, Mechanical Specialties Co.

market potential for so many different models. This variety, plus the low cost and selling price of standard machines, is currently Germany's prime strength when competing with the U. S. in both their domestic and world markets.

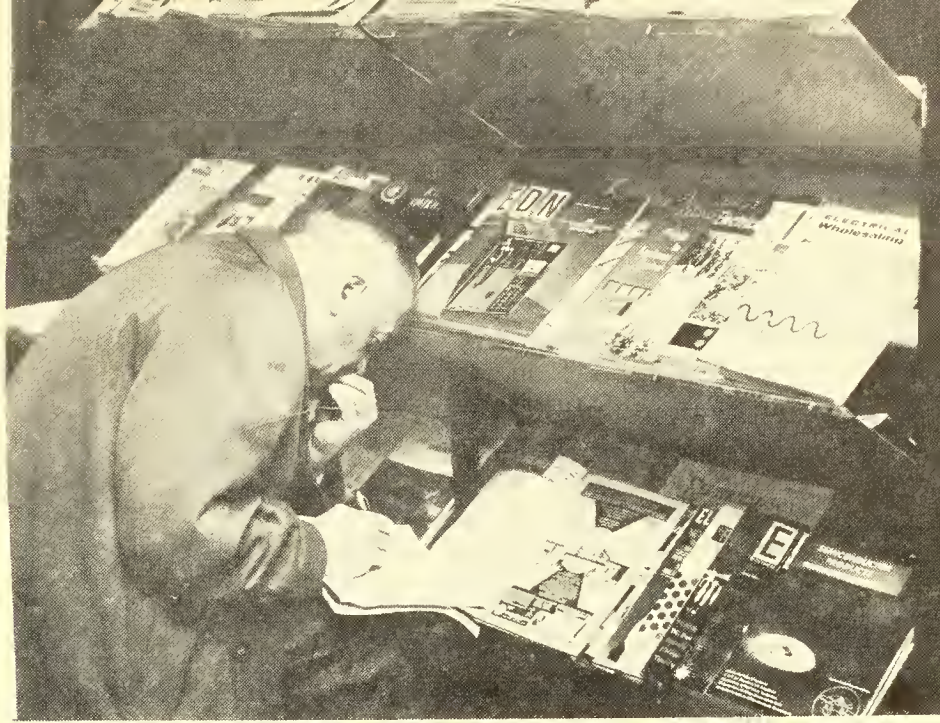
The plant and production equipment in German plants are comparatively new and modern. They do not appear, however, to be as extensively tooled in terms of special machines and fixtures as most U. S. plants.

The German products do not appear in general to have any major technical advantages over U. S. machines and in many instances they are designed for lighter duty and are less productive. They do not appear to be conducting any accelerated programs for producing the newer types of automated equipment. For example, while in the U. S. today there are many proven numerical control systems and machines commercially available, these systems and machines are still in the development stages in Germany.

Machine tool builders in Germany currently have large backlogs and extended deliveries. Nevertheless, most of them feel they now have, or anticipate having, excess facilities as a result of increased competition and slackening demand. To counter this, they are primarily interested in seeking new product lines, and appear to be reluctant to spend money on improving methods, costs and deliveries on their present products. Rather than face competition, they seek new uncompetitive products, even though their profit margins are still substantial, leaving adequate room for either increased cost absorption or price reduction as required.

THE MARKET FOR AMERICAN MACHINE TOOLS IN GERMANY

General purpose machine tools produced in the U. S. tend to be heavier duty and more productive than their German counterparts because they were designed for economic performance in a much higher labor cost area. The U. S. manufactured general purpose machine tools do not, however, appear "enough" better in terms of quality and performance to compensate for the current substantial cost difference between a U. S. machine tool delivered in Germany and the German equivalent. The U. S. equivalent delivered in Germany may be from 15 to 100 percent higher than its German equivalent depending on its percentage of labor content. It must be generally concluded that only those types of general purpose machines of which equivalents are *not* produced in Germany are com-



Top: Interior View—U.S. Trade Information Center, Hannover Industries Fair.

Bottom: Jan Rost, interpreter (left) and Mission member Ray Dilling (center) consulting with German businessman—U.S. Trade Information Center, Hannover Industries Fair.

petitively saleable, unless short delivery is a major factor.

The U. S. machine tool industry in general is further advanced in the art of designing and producing machines for very high production rates. It is also far advanced in the production and application of numerically controlled machines and machining centers for low and medium production.

The high production transfer and index machining, assembling and inspection machines already being used in the German automotive industry should eventually have an even greater potential market for the production of other commercial products as the European standard of living increases and the Common Market progresses.

The numerically controlled types of machine tools reduce or eliminate skilled manpower requirements. Cost reduction and increased production are permitted without an increase in skilled

labor. This has tremendous application in Germany to many metalworking plants with low or medium production and a skilled labor shortage. However, even these "proprietary" types of machines will require an appreciable amount of education, sales and justification effort. Numerically controlled machine applications are generally misunderstood in Germany. Many Germans have the incorrect impression that these machines are used in America only by the relatively large companies as mass production equipment, and that therefore this type of production equipment would not fit their small companies. Furthermore, it is much more difficult to justify replacement in a low labor cost area than in a high labor cost area, especially if the replacement machines are produced in a high cost area. This to the Germans seems to be a problem of simple business economics, and currently limits the market for this type of equipment.

instruments, data processing, and digital control systems²

Within the scope of the above specialized industry area, observations were extremely modest and frequently restricted because of the complexities of technical language. The following areas were noted and comparisons were made against the general state of the art in the U. S.

a. In the optical field, the quality of German devices is superior, on a cost basis for highly technical goods.

b. In the measurement of electrical values (voltage, resistance, etc.) much of the equipment built and sold in Germany is fashioned on traditional principles and in some fields is felt to be superior in design and performance to similar devices in the U. S.

c. Digital read-out measuring devices are quite limited. While the art is well known in laboratory situations, only a few pieces were encountered on the general German market.

d. Strain gage technology appears well developed for actual gages and load cells. Technology is still very modest in the field of digitizing and data read-out equipment. Typewriter and punch card data

logging is now developed to about 10 characters per second.

e. Computing equipment is already prominent in Germany with systems of local design plus imports from the U. S., France, and England in considerable use. While the U. S. enjoys the most acceptance, competition is very keen between the several U. S. firms and most of these now have aggressive selling organizations throughout Germany. German computers are not a competing factor because the programming and other computer aids are not developed to the extent they are in the U. S. The cost of this development is so great that rapid closing of this gap is unlikely and therefore U. S. computers will continue to enjoy an advantage.

f. Automatic process control is only slightly behind the U. S. and is a major topic of discussion in Germany. Their technical people think they are further behind than they actually are because in the U. S. we tend to publish technical literature at the planning stage rather than when it is installed and operational. Manufacturing systems including measurement, data processing and process control are not a reality in Germany yet. There is considerable planning, however, and there will likely be a few operational systems within the next 18

²M. Ray Dilling, Tally Register Corporation. Arthur Draper, Remington-Rand Univac Division.

months. It would seem that there are no definitive plans, either German or U. S., as yet as to just where the process control computers will come from.

Within the general marketing condition outlined earlier in this report the specialized products of instrumentation, data processing, and digital control systems will find marketability in (a) military electronics being sold to NATO countries and (b) industrial production of all types. Industrial purchasers are interested but extremely price conscious and marketing efforts will require careful price/performance ratio analysis.

Products areas which appear to hold continuing and serious future potential in Germany include the following:

- a. Industrial weighing and data recording equipment, especially as applied to cranes.
- b. Laboratory electronics of a general nature to support special and general purpose industrial computer development and military electronic programs.
- c. High precision (0.1 to 0.05 percent) digital measuring devices for electrical values.
- d. High precision (0.1 to 0.05 percent) strain gage and load cell devices. High speed is not a requirement at this time.
- e. High precision (4 and 5 decimal digit) analogue to digital conversion devices. Digitalizing speed requirements vary but the greatest market appears to be in the 100 milli-second class devices.
- f. Process control computers, related digital measuring and data transmission devices.
- g. Business and scientific computers of all levels will continue to be in good demand. Manufacturing cost records are shallow and better cost accounting systems will be required to effect investment and labor planning.

Computer sales will be considerably aided with "soft ware" support. Many U. S. computer programs are now useable in Germany, with only minor modifications.



Top: Mission Chief Barney Haffner is interviewed by Armed Forces Network (AFN) commentator, in Stuttgart, on work of Trade Mission.

Center: Mission member Arthur Draper (left) and Mr. Julius Wrede, local employee of American Embassy Bonn.

Bottom: Mission member Louis Spilman (left) consulting with German businessman.

market situation for packaging machinery³

The specific purpose assumed by the Trade Mission was to cover the German consumer goods packaging field and report back the findings related to:

- a. Significant differences in packaging requirements between the two countries.
- b. Trends in packaging business concepts and methods.
- c. Opportunities for U. S. producers of packaging equipment.
- d. Suggestions which would be helpful to American manufacturers contemplating entry into the German market.

Individual analysis was not made of the several specific fields of the packaging industry (food, drug, beverage, cosmetics, etc.), nor was there an attempt to accumulate statistical data. This should be the function of the United States manufacturer who intends to export to this market, as it is one which he is best prepared to perform in order to assure efficient use of the data.

GENERAL OBSERVATIONS

German packaging is very similar to that existing in the United States, in general. Germany has become very consumer goods minded and has a definite preference for American type products. The close economic and political ties between the two countries have resulted in a similarity in tastes and it is obvious this pattern is going to continue and increase. American type merchandising is to be found in every city and is rapidly increasing. This offers encouragement to the packaging industry which contributes display and convenience for this type of selling.

As to the differences that exist between German and U. S. packaging, these are caused by local conditions. As an example, in Germany there are usually many more brands of an item available, many of which are quite regional. It has been stated that there are as many as 220 cigarette brands in Germany versus the 20-30 brands to be found in the United States. This situation applies also to household soaps. This condition influences the German packaging equipment industry, as most producers wish to offer distinctive packages whereas American producers will accept standard packaging and achieve distinction through decoration. There is however a trend towards national brands and towards fewer but larger companies.

The physical size of Germany has an influence. The requirements for protection against distance

and climatic conditions are not as great as in the United States and the required shelf-life is not as long because of more rapid inventory turn-overs. There is less uniformity in Germany in protective packaging specifications as the various transportation services have each set their own standards. This problem is recognized and a solution is being attempted.

Ground coffee is packaged in flexible bags or in rigid plastic containers, both of which are unfamiliar in the United States. This is related to the retail price which is considerably higher in Germany than in the U. S.

The German consumer is inclined to feel that packaging adds to the cost of the product and also is not as insistent on convenience as her American counterpart, although this is apparently less true today than in the past.

It has often been stated, and it still applies, that Germany is more manufacturing than marketing oriented. German packaging equipment stresses perfection, resulting in a requirement for very high operator skills. This is counter to the United States concept of designing the equipment to reduce the dependence on the operator's ability. Castings and forgings are used more often in Germany than the steel frame type of construction common in the United States.

There appears to have been a slow-down in the rate of growth of packaging in Germany with the possible exception of plastics packaging. Previously there had been a spectacular growth, and perhaps this reaction is to be expected. However, to draw a comparison with the United States, in 1961 the U. S., with 180 million population, consumed \$18 billion worth of packaging. In Germany, with 54 million people, the figure was only \$1.5 billion. It is important to point out that this discrepancy in per capita consumption is due to a difference in development stage rather than a difference in basic packaging concepts. This offers much encouragement to the packaging equipment manufacturer and the packaging material processor, since the use of packaging can be expected to increase materially.

Many American consumer goods companies have operations in Germany and their packaging equipment and techniques are well known. Many Germans visit our trade shows, read our trade journals, have American representatives reporting back, and have visited United States plants. There is a fine packaging association in Berlin serving the industry with basic information on packaging and on new developments. The American packaging equipment manufacturer will find an informed,

³Thomas Glynn, John H. Breck, Inc.

interested and receptive audience in Germany for his products.

GERMAN COMPETITION

Much of the packaging equipment in use in Germany is similar to that used in America. Indeed there is much American equipment. This is attributable to the German awareness of the export markets and the aggressive search throughout the world for new and better equipment.

There are many fine machines found in Germany which do not exist in the United States. A large drug firm was operating a German machine which washed, sterilized, filled, inserted a rubber stopper and capped 120 bottles per minute. It was small and compact. One packaging equipment manufacturer had just obtained an order for 240 special purpose packaging machines to be delivered for installation in the United States. The performance of a German designed wrap-around vial labeler, with coding attachment, was very efficient compared to U. S. machines.

The more alert German packaging machinery manufacturers are anticipating the requirements of the larger European market and are presently working on faster models in advance of their customers' requests.

The prices of United States equipment in most instances are substantially higher than is customarily paid in Germany. In addition there is freight and duty to be added. This, coupled with the price-consciousness which exists, may sound like a formidable deterrent to U. S. packaging machine exports, but there is hope to be found in the quick delivery, higher speeds, less dependence on skilled labor, and the proven, dependable performance in many installations over a long period of time, which can be offered by U. S. designed and manufactured equipment.

Germany is a close and constant student of packaging in all countries but in particular America. It is however more conservative in buying equipment because of a tendency to delay purchasing in order to take advantage of expected future improvements and developments. The impact, on Germany, of the rapid development and improvement of packaging materials has, in many instances, served to confuse and make hesitant the consumer goods packager who is new to the concept of American merchandising. He has found the development of last year out-of-date today. In many instances he is not confident that he will be successful in the



Top: Mission member Lawrence Weitzel (left) with German businessman.

Center: Mission members are briefed on the Berlin economy during a television program.

Bottom: Dr. Peter Bartman of the German Chamber of Commerce, Frankfurt, speaks to business group.

large Common Market and bases his equipment decisions on the more secure and familiar, but smaller, German market.

Up to now United States manufacturers have been handicapped in Germany by a disadvantage in price, but German prices have been inching up and deliveries are long. Perhaps even more important is the change in the calculation method of economic justification of capital expenditure. In the past their factors have been different or similar ones have been assigned different weightings. The factor of quality has been reduced in importance and the output, or capacity for profit generation, has been more appreciated.

MARKET POTENTIAL

There are definite market opportunities in Germany in selective areas.

In the U. S. packaging is probably better understood, practiced on a large scale, and is in a more advanced stage than in most other countries. This impetus gives our packaging industry a great, but possible temporary, advantage in world markets. There are many examples where conviction and persistence in promoting packaging concepts proven in the United States have resulted in acceptance in Germany. The time is opportune, with the potential for American size markets opening up in Europe.

Many German consumer goods packagers would welcome competition, feeling it would ultimately

benefit them. Many reputable German firms have a keen interest in agencies, importations or licensing of United States equipment of advanced design or demonstrable superiority. There is a strong attraction for American packaging resulting from the emulation of American merchandising methods.

The German manufacturer is forced to produce single machines at a time whereas conditions permit American firms to produce standard models on a lot basis. The American manufacturer has practically a limitless source of mass produced components and his designing takes advantage of this and he becomes more of an assembler. His German counterpart lacks sources of mass-produced components and must therefore do much more of his own engineering.

GENERAL SUGGESTIONS

*"If you wish to sell
What John Smith buys,
You must see John Smith
Through John Smith's eyes."*

Excellent service on all installations is a must. It may not be necessary to incur the expense of establishing one's own parts and service organization. Many German firms are willing to negotiate service contracts with American firms on a per diem basis. A German mechanic would be American trained and when his services are not required he would remain on the payroll of his employer.

market situation for printing machinery and equipment⁴

Objectives for the printing machinery and equipment member of this U. S. Machinery Mission were defined as:

1. To share experiences with publishers and printers of Germany, where 93 percent of those engaged in the graphic arts employ less than 200, with the majority employing less than 25.

2. To concentrate on the *end* result rather than the techniques of production, by emphasizing the labor saving, cost reduction, increased sales vol-

ume and increased profits possible by using printing machinery such as the U. S. produces.

3. To discuss with West German and West Berlin manufacturers, sales agents and printing establishments the possibility of increased imports of printing machinery, equipment and supplies by Germany FROM the United States.

The logical evolution attendant upon these objectives was concentration on specific "Trade Opportunities" for U. S. businessmen.

Herewith, in three steps, are presented the conclusions generated during this five-week assignment:

⁴Louis Spilman, Waynesboro Publishing Corp.

1. General observations pertinent to the economic structure of Germany in business, labor and society, as it applies to printing.

2. Potential market in the German Federal Republic and West Berlin for U. S. manufacturers of printing machinery and supplies, and

3. Suggestions to U. S. concerns, attracted to this market, designed to help them in their efforts to build business in Germany.

GENERAL OBSERVATIONS

Printing was born in Germany with the invention of movable type by Johannes Gutenberg at Mainz more than 500 years ago. Many significant advances in printing have been contributed to the world by Germans, either in their native or adopted lands. This deep immersion in the craft may well be motivation for Germany's continued production of quality printing and her deep respect for the printed word. Printing of *IMPORTANT* in Germany. Today there are more than 5,200 establishments engaged in publishing and/or printing in the German Federal Republic and in West Berlin. West Germany's exports of printing machinery have provided a steady, sound factor to the economic growth. **In printing machinery, type, plates, etc., West Germany exported to the United States, in 1961, a total value of \$12,630,200. During the same year, United States exports of kindred items to West Germany totalled only \$2,578,100.**

Shrinkage of the labor market and demand for more production to meet a growing demand for printing, is producing somewhat of a revolution in the German printers' thinking. A more searching analysis of traditional German methods of extensive hand work, particularly in the composing rooms and bookbinding departments, is emerging. He is beginning to explore the possibilities of U. S. machines whose delivery time is shorter, speeds are greater and automatic operation more commonly used.

POTENTIAL MARKET

Discussions, interviews and visitations involving German Government officials, bankers, publishers, printers, printing machinery manufacturers, sales representatives and printing consultants, German trade journal editors and U. S. businessmen in the printing machinery industry who do business in Germany, have led to certain conclusions.

a. U. S. manufacturers of specialized printing equipment, particularly those based on new ideas, have a market in Germany. Good current examples are new "makeready" machines, offset development and extraction tables; and new type labeling and punching machines made in the U. S. There are many other items such as lamps, rubber rollers and small office type offset presses.

b. U. S. manufacturers of web offset presses and of necessary offset equipment and supplies for



Mission member Thomas Glynn (left) consulting with German businessman.

using these presses, have an open market **RIGHT NOW** in Germany. German manufacturers, in two instances at least, announce web offset presses but *none have yet been produced* and German production for market may well be from 18 months to three years in the future. Announcements indicate the prices may be 25 to 37 1/2 percent lower than U. S. machines, but since none are available this is obviously an unreal and intangible comparison.

Several different brands of U. S. web offsets are being pushed through agencies and representatives, and are being sold in limited numbers now with a degree of optimism. A gradual increase in sales is anticipated for the next three or more years. An 800,000 Deutsche mark web offset exhibited by an American manufacturer at DRUPA, Germany's leading Printing Fair, was sold off the floor during the first four days of the Fair.

c. Manufacturers of staple printing machinery and supplies which offer greater speed and use of less manpower should consider the German market. German printers need facilities for more prompt delivery with the use of less manpower if they are to remain in "Common Market" competition. German manufacturers of printing machines are at least six months behind and on larger machinery there is a "delivery lag" of 13 to 20 months. In some instances delivery of orders cannot be promised before 30 months (2 1/2 years). This "delivery lag" provides U. S. producers opportunity for business limited only by their own ability to deliver and to maintain prices at a reasonably competitive basis. For instance: a printer from Holland bought a U. S. press at DRUPA solely because he could not get reasonable German delivery.

CULTIVATING THE MARKET

United States prosperity is based on private enterprise and individual initiative. Our American private industry in the printing machinery field has demonstrated the wisdom of direct application of this philosophy in Germany and in Europe. Many U. S. printing machinery manufacturers have ex-

hibited vigorous and enlightened initiative in cultivating the German market *for many years*.

The four major producers of typesetting equipment, all based in the United States, now have either plants and/or far-flung, strong sales organizations in Germany. Most U. S. press manufacturers operate similarly. At the 1962 International Printing and Paper Machinery Fair (DRUPA) at Duesseldorf between 30 and 35 U. S. firms exhibited direct from the United States or through the medium of their European company, or their European sales representatives. Some exhibited at the 1962 DRUPA for the first time; good indication of the appeal of this market to American industry.

There are, perhaps, other U. S. companies which have shied away from the export field but who may now see in a bustling, prosperous Germany an opportunity for added business.

The German Fair is a basic and traditional way of doing business in Germany. This is particularly true in the printing machinery and equipment field. Fairs, such as DRUPA, are conducted to *sell goods . . . and they do!* It would seem obvious that to successfully cultivate sales in Germany and the "Common Market" that exhibition at DRUPA is essential.

We would not infer that a bonanza of business and profit lies just around the corner in Germany for every U. S. manufacturer of printing machinery

and allied lines. Entry into this market will require careful, thorough analysis, hard selling, and full utilization of every German sales and promotion device. The German is a good businessman. He knows what is going on in the world. He is interested in advanced machinery development but has understandable sales resistance.

Since United States industry and business, by and large, consists of small and medium size plants of a size comparable to the average German plant, the most modern machinery developed today is adaptable to small and medium sized establishments. The result is more business, more profit and less labor. Visits to a number of German printing plants (small, medium and large) revealed heavy use of manpower, particularly in composing rooms and book-binding departments. Today's German understands that his future success depends upon reducing the need for manpower. To accomplish this requires automatic machinery . . . not on "back-order" but for use now.

Present-day instances of U. S. printing machinery and/or supplies being sold in Germany at prices comparable, or even lower, than similar German items, have been cited by several German printing plant operators. Among such items mention were proof presses, bank check printing presses, paper and ink; small offset presses and certain types of collators.

other significant market areas

In addition to the specific areas covered above, the Mission found an encouraging amount of trade interest by German industry in a wide range of industrial and consumer items. In particular, however, the Mission noted that U. S. export opportunities seemed to be particularly evident, judging by the volume and type of interest evidenced by German industry, in the following specific areas:

1. Pre-fabricated housing; complete units or components, and pre-fabricated utility centers. The only competition is the Scandinavian export of fabricated wood frame sections. A large increase in low cost housing construction is anticipated.

2. Air pollution control equipment; filters, absorbers, instrumentation, etc. German industry anticipates strict Federal regulation of air pollution activities which will require a much greater

amount of pollution control by industry than presently practiced.

3. Special type of coin-operated vending machines, in particular coin-operated laundry and dry cleaning equipment. Standard U. S. equipment, however, may not meet German laws and regulations, and must be modified to conform with local requirements.

4. Artificial leather and similar artificial or plastic wear resistant covering materials, and equipment for producing the material and fabricating items of such material.

5. Miscellaneous, light to medium weight specialized construction equipment items and materials handling equipment; and specialized cleaning and maintenance equipment for industrial plants, road maintenance, etc.

In a highly industrialized country such as Germany, even a specialized Mission such as this one finds its particular field of interest so extensive that its report must be generalized. This report attempts to present in some detail the more important features which specifically affect the marketability of certain types of U. S. production equipment.

Specific conclusions as to how these affect a particular product or a particular manufacturers' export activity are left to the reader. The general tone of this report should indicate the consensus of the Mission: under the present situation, the German market is not an easy one for U. S. manufacturers to exploit, and no segments of it are "ripe for plucking." At the same time, the very appreciable size and energetic growth of German industry, and its tremendous potential market make Germany one of the world's best markets for U. S. goods, both now, and in the future. The time and money spent in developing sales in the German market will develop much more business than "easy" sales in areas of more limited consumption potential.

Finally, there are a great many specific opportunities that can be developed immediately by normal sales efforts. The Mission held 335 formal consultations with German businessmen which resulted in specific Trade Opportunities of one type or another. A surprising number (20 percent) included actual requests for specifications, prices and deliveries of specific machines, materials or equipment which the German businessman was definitely interested in procuring from the U. S. The Mission took to Germany 245 specific Business Proposals from U. S. companies, covering a wide range of industries, and definite, serious negotiations were initiated on 110 of these. As a reflection of the specialized character of the Mission, 80 percent of all the Business Proposals involving machine tools and industrial production equipment were taken up by German industry.

While U. S. manufacturers should recognize the need for serious, intensive sales efforts in Germany, they should never underestimate the opportunities in the German market.

the 1962 trade mission to Germany

a summary

1. Official activities in Germany began on April 14th; ended on May 19th; total 36 days in Germany.
2. Itinerary included cities of Bonn, Karlsruhe, Aulgart, West Berlin, Frankfurt, Hannover, Hamburg, and Duesseldorf.
3. A total of 335 prescheduled business conferences were held, resulting in 331 specific Trade Opportunities being developed for dissemination to U. S. industry. Although they covered a wide range of business and many industries, 65 percent of them were concerned specifically with the Mission specialties. Industrial machine tools accounted for 31 percent, packaging equipment and materials 14 percent, printing equipment and materials 12 percent, electronic equipment 8 percent. Of the Trade Opportunities developed, 50 percent were for Sales Agencies or manufacturers representation in Germany for U. S. equipment; 20 percent were for licenses to manufacture U. S. products in Germany, either straight license or joint ventures; 12 percent were requests for U. S. dealers or sales agencies in the U. S. for imported German products; and 18 percent were specific requests for quotations and offerings of U. S. equipment or materials for direct, immediate purchase.
4. The Mission took to Germany 245 Business Proposals from U. S. businessmen. Of these, 110, or 45 percent were asked for and discussed with German businessmen by the Mission members. Negotiations on the Business Proposals were initiated with 167 different German companies. Reflecting the specialized character of the Mission, 80 percent of all the Business Proposals directly concerned with machines and tools were taken up for further negotiation, with an average of two or three German companies interested in each proposal.
5. The statistics quoted above are conservative, in that they represent only those Trade Opportunities or Business Proposal discussions which developed as a result of serious, individual, scheduled business conferences between Mission members and German business interests. A large number of Trade Opportunities and Business Proposals were handled informally by Mission members and their auxiliary staff at the various Trade Information centers. Names and addresses of U. S. suppliers, technical recommendations, and other trade information was provided to a great number of German businessmen, but could not be formally recorded.
6. At the Hannover Industrial Fair, the Mission assisted in staffing the new U. S. Trade Information Center in the International Building. During the days of the Fair, an estimated 8,000 persons visited the U. S. center. About one fourth of the visitors requested some assistance or information from the staff.
7. In addition to direct individual interviews and consultations, and plant visits, the Mission held 5 large group meetings, in the form of panel sessions or forums, with business groups such as the local chambers of commerce, or local trade and industry associations, and interested German government officials of the Economics Ministry. Size of the groups varied from 20 to 60 participants.

trade opportunities

The following export, agency, and import opportunities represent leads developed by the Mission.

A star (★) indicates that additional information is available on a loan basis from the International Activities Staff, Attention Mr. E. Craig Wilton, Business and Defense Services Administration, U. S. Department of Commerce, Washington 25, D. C.

WTD indicates that a World Trade Directory report is available on the firm for which the trade opportunity is listed. These reports, indicating type of organization, sales territory, size of business, sales volume, trade and financial reputation, and other factors, are available for \$1 each from the Commercial Intelligence Division, B1BO, U. S. Department of Commerce, Washington 25, D. C.

EXPORTS

209 Miscellaneous Food

Popcorn in kernel form for consumption, industrial packaging; raw, unflavored corn curls, large quantities, to be processed in Germany. Werner Glaser, 37 Max-Bock-Strasse, Frankfurt/Main.

228 Yarn, Thread Mills

Cotton yarns for packaging machines, 500-1,000 kg. to start. Willy Hechmann, 25 Luisenstrasse, Duesseldorf.★

229 Miscellaneous Textile Goods

Lace made from synthetic fiber. M. Dinges KG, Barckhausstrasse 2, Frankfurt/Main.

Protective materials for shipping measuring devices in random size shipping cases. Siemens & Halske WWM, 50 Rheinbrueckenstr., Karlsruhe.

243 Millwork, Veneer, Plywood, Prefabricated Structural Wood Products

Prefabricated building units of wood, synthetic materials. Ottje Behnen, 23 Bernlappstrasse, Freiburg im Breisgau.

259 Miscellaneous Furniture, Fixtures

Venetian blinds, drapery hardware. Gebr. Weyersberg, Wilhelmstrasse 29, Solingen-Ohligs. WTD 6/7/61.

262 Paper Mills, Except Building Paper Mill Products

Solid bleach sulfate boxboard in roll form, white, unprinted, 60 tons per month. Blendax-Werke, Obere Austrasse, Mainz.

279 Service Industry Products for Printing Trade

Stero rubber compounds for analine, book printing colors, 20-50 shore, 10 metric tons per year. Stempelfabrik Baumann KG, 17 Steinstrasse, Dueseldorf.

281 Industrial Chemicals

Rust remover, preventive agent in bulk. Gerueder Wichmann, Postfach 173, Sprendlingenb. Frankfurt/Main.

Phthalic anhydride, 20-50 tons per month. Synthopol Chemic Dr. Koch & Co., Hamburg-Billstedt.

Chemicals for plastics industry. Otto Herr, 1 Theaterstr., Hanover. WTD 9/13/61/

282 Plastics Materials, Synthetic Resins, Rubber, Other Manmade Fibers

Chemicals for rubber, plastics industries. Otto Herr, 1 Theaterstrasse, Hanover. WTD 9/13/61.

Vinyl plastics, finished and sheets for clothing, household items. Guenther Ruegenberg, 12 Georgstrasse, Hanover.

285 Paints, Varnishes, Lacquers, Enamels, Related Products

Pigments, paints, stains, enamel, varnishes. Farbwerke Franz Rasquin GmbH., Clevischer Ring 180, Koeln-Muelheim. WTD 11/29/60.

289 Miscellaneous Chemical Products

Inks for printing checks. Brueder Hartmann, 26 Hauptstrasse, Berlin-Schoeneberg.

307 Miscellaneous Plastics Products

Semifinished plastic blisters, bags. Rinke-Draht KG, Muensingen/Wuerttemberg. WTD 12/11/58.

317 Handbags, Other Personal Leather Goods

Ladies plastic handbags. WIFA Handelsgesellschaft mbH, 50 Essener Strasse, Muelheim-Ruhr.

349 Miscellaneous Fabricated Metal Products

Light, metal prefabricated buildings. Ottje Bhenen, 25 Bernlapstrasse, Freiburg im Breisgau.

351 Engines, Turbines

Diesel engines, 10-1,300 h.p. Hans Rohan, 1 Kattrepelsbruecke, Hamburg 1.

353 Construction, Mining, Materials Handling Machinery, Equipment

Self-propelled, heavy earth-moving, construction equipment. Waggonfabrik A.G., Rastatt (Baden), Werkstrasse 2.

Truck-mounted cranes, 2 1/2-5 tons. Hywema Josef Schwahlen Maschinenfabrik, 167 Focher Strasse, Solingen.

354 Metalworking Machinery, Equipment

Novelty type of new specialty machine tools for iron, steel, nonferrous metal industries. E. A. Brandt & Co., 27-29 Wachstrasse, Bremen.

Machine tools, technical assistance to mass produce commutators for small a.c.-d.c. motor industry. Funkton, 32 Jurastrasse, Stuttgart-Vaihingen.

Large pressure extruder for production of corn curls. Werner Glaser, 37 Max-Bock-Strasse, Frankfurt/Main.

Portable air tools. Dr. Korthaus, Dantestrasse 5, Frankfurt/Main.

Precision turret lathes, possibly tape controlled. Ernst Leitz GmbH, Wetzlar. WTD 12/28/61.

Numerically controlled machines to manufacture large dies 2 by 3 m., rent with option to buy. Dr. Melaghy KG, Bergisch-Dombach.

Precision tools, molds, cutting tools, including diamond type. Joisten & Kettenbaum GmbH, Asselborner Weg 14-16, Bensberg-Herkenrath. WTD 4/23/59.

Measuring equipment for nonferrous materials. Maerkische Geraete, Plettenberg-Boeddinghausen/Westfalen. WTD 3/29/61.★

Machines for manufacture of cylindrical grooved cams 3-axis tape controlled. AMBEG, 93 Sachsendamm, Berlin-Schoeneberg. WTD 5/18/55.

Numerically controlled machine tools for production of valve bodies. Herion-Werke KG, Stuttgarter Strasse 120, Stuttgart-Fellbach. WTD 7/3/61.★

355 Special Industry Machinery, Except Metalworking Machinery

Foundry type, bookbinding equipment, machinery to print and imprint checks. Brueder Hartmann, 26 Hauptstrasse, Berlin-Schoeneberg.

Machine for stuffing toy animals. Grisly Spielwarenfabrik, 6719 Kirchheimbolanden.

Blow molding equipment for containers 2-12-oz. at rate of 30-40 per min. Schmalbach Blechwarenerwerke, Gansberg 2, Braunschweig.

Multiwall bag-filling machines. Erwin Behn Verpackungsbedarf GmbH, Diessemer Strasse 59-71, Krefeld. WTD 8/18/58.★

Cheese slicers, weighers, wrappers. P. Giesel Industri-Vertretungen, Bundesallee 26, Berlin-Wilmersdorf.

High-speed blow-molding, decorating container equipment. Henkel & Cie., Henkelstrasse, Dueseldorf-Holthausen. WTD 5/19/61.

Box-imprinting machines; box-staying machines; counting, filling machines. Schraubenwerk Nuess, Fissen & Co., Nuess/Rhein. WTD 12/29/59.

This firm is the largest wood and machine screw manufacturer in Europe. It produces one million gross of screws per month and package them in 24 different size boxes. Box filling is done manually and semi-manually. Mostly, labels are purchased imprinted. The management desires to improve the operation by obtaining the above mentioned machinery.★

Machines: To combine synthetic with textile sheets for protective outerwear, corsets, upholstery; to fold ladies undergarments, other wear for packaging; to wrap ladies knit underwear in polyethylene at 65 per min. Regina Wirk-u. Strickwarenfabrik Schulze KG., Runtingerstrasse 13-21, Regensburg.

Label-imprinting machine, price-marking equipment. Heinrich Rheindorff, 21-51 Annastrasse, Koeln-Beyenthal. WTD 12/11/61.

Label-printing machines. Stempelfabrik Baumann KG., Steinstrasse 17 Dueseldorf.

Cutting and miniature power tools. Gebr. Weyersberg, Wilhelmstrasse 29, Solingen-Ohligs. WTD 6/7/61.

Metal tube filler. Blendax-Werke, Mainz, Oberaustrasse.

High-speed rigid, semirigid plastic forming, filling, closing, decorating container machinery. Fickert Spezialmaschinen GmbH, 13 Rheinstrasse, Frankfurt/Main. WTD 8/7/61.★

Typesetting machines, 1 or 2, with fonts of German mats; 1 proof press. Fuerst & Son, 9 Hauptstrasse, Berlin-Schoeneberg.

Woodworking, hand-power, small power tools for building. O. J. Keller, 7 Brauhofstrasse, Berlin-Charlottenberg.★

Labeling, filling (dry and liquid), cartoning equipment for food, beverage industries. Adolf Rogler, 28 Holzdamm, Hamburg 1.

Service bag clipping machines, carton taping machines. Maschinenfabrik Spang & Brands, Oberursel/Tanunus.★

Machinery to produce, fill, seal, offset print plastic tubes. Verpackungstechnik GmbH, Eschborn bei Frankfurt/Main. WTD 1/3/57.

356 General Industrial Machinery, Equipment

Machine to bundle toothpaste cartons. Blendax-Werke, Obere Austrasse, Mainz.★

High-speed rigid, semirigid plastic forming, filling, closing, decorating container machinery. Fickert Spezialmaschinen GmbH, 13 Rheinstrasse, Frankfurt/Main. WTD 8/7/61.★

Packaging machinery, prepared to install and service. E. & E. Peters GmbH, Rothenbaumchaussee 211, Hamburg. WTD 8/21/57.

Equipment to bundle 100-150 empty cans in paper, automatic or semiautomatic design. Schmalbach Blechwarenwerke, Gansberg 2, Braunschweig.

Air-Cleaning filters. Viktor Halstrick KG, Bahnhofstrasse 144/150, Herne, Westf.

This firm with its own sales organization manufactures railroad vehicles used in coal mining operations. It is interested now in diversification because coal mining is on the decline in Germany due to the introduction of a crude oil pipeline from the Mediterranean coast of France. It is interested in importing air filters for use in industry for which they would provide necessary structural sections. This, however, is only one area of possible interest since it is interested in any new activities which would complement their mining equipment.★

Specialized packaging machinery. Ernest Hesse, 325 Grafenberger Allee Duesseldorf. WTD 9/26/61.

The owner of this firm has been a very successful exclusive agent for several U. S. manufacturers. He is now interested in handling packaging machinery for foods, drugs, and notions in order to take advantage of the opportunity presented by the rapidly expanding self-service business in Germany. He imports for his own account and maintains regional service centers and warehouses.★

Labeling, filling (dry and liquid) cartoning equipment for chemical industry. Adolf Rogler, 28 Holzdamm Hamburg 1.

Semiautomatic box wrapping machines. Firma Theodor Seuffert, Schaeferstrasse 8, Offenbach/Main.★

Filling machine (liquid) for 2-10 oz. glass bottles, 60-100 per min. Christian E. Petersen & Co., Pelzerstrasse 2, Hamburg 1. WTD 7/19/61.

357 Office, Computing, Accounting Machines

Computers, electronic desk calculators, punched tape devices. Alfred Maier-Bueroorganisationsmaschinen, Parkring 47, Mannheim.

358 Service Industry Machines

Egg vending machines. Dr. Ernst Laves, Kronsbergerstrasse, Hanover-Laatzen. WTD 4/14/61.

Coin-operated drycleaning machines. William Jarchow, Kaiser-Friedrich-Strasse 1A, Berlin Charlottenburg.

Retail store deep-freeze display cases, ready for installation, service. E. & E. Peters GmbH, Rothenbaumchaussee 211, Hamburg.

359 Miscellaneous Machinery, Except Electrical

Tools equipment for auto service stations. Roecker & Noebauer Werkstatt und Industriebedarf, Wildungerstrasse 64a, Stuttgart-Bad Cannstatt.★

Labor-saving garage tools. Tehag, Kemnaderstrasse, Bochum. WTD 12/11/61.

362 Electrical Industrial Apparatus

Electrical welding equipment, small motors (0.13) hp.), silicon rectifier elements. Tehag, Kemnaderstrasse, Bochum. WTD 12/11/61.

363 Household Appliances

Household electric appliances. Hermann Knuepel, Wandsbecker, Koenig Strasse 15, Hamburg-Wandsbeck.

366 Communication Equipment

Portable transceiver equipment for mountain rescue work. Hans-Joachim Lindert, Berlin-Steglitz, Poschinger Strasse 10.

367 Electronic Components, Accessories

Vacuum tube cathode ray coating measuring equipment. Telefunken GmbH, 100 Soeflinger Strasse, Ulm (Donau). WTD 8/14/61.

371 Motor Vehicle Parts, Accessories

Tracks parts for various model military tanks. For specifications write BIBO, U. S. Department of Commerce, Washington 25, D. C. WTD 1/62.

381 Engineering, Laboratory, Scientific, Research Instruments, Related Equipment

Laboratory table tops of sandstone, artificial materials. Maquet Spezialfabrik der Stierlen-Werke AG, Kehler Strasse 31, Rastatt (Baden).

382 Instruments for Measuring, Controlling,
Indicating Physical Characteristics

Circular and flow control precision measuring instruments. Robert Bosch GmbH, Breitscheidstr. 4, Stuttgart-W WTD 10/11/61.

Numerical control systems for jig boring, machine tools. Herbert Lindner Werkzeugmaschinen, 8 Luebarstrasse, Berlin-Wittenau.

Vacuum tube coating measuring equipment. Telefunken GmbH, 100 Soeflinger Strasse, Ulm (Donau). WTD 8/14/61.

384 Surgical, Medical, Dental Instruments,
Supplies

Plastic safety gloves, helmets. Lang & Lang, 6 Seilerstrasse, Frankfurt.

440 Water Transportation

Ships for salvage, 10,000 tons or larger. Interhandel Becker & Simon KG, Landsberger Strasse 20, Munich 12.

IMPORTS

285 Paints, Varnishes, Lacquers, Enamels,
Related Products

Plastic paints. F. Schacht K.G., P.O. Box 62, Braunschweig.★

351 Engines, Turbines

Industrial engines, small gasoline, diesel two-stroke (1.5-6.0 P.S.) Hirth Motoren, Benningen/Neckar.★

353 Machinery, Except Electrical

Mechanical feeders, counters. Pfuderer u. Toscha Masdinenbau, Hochberger Strasse 2, Ludwigsbuerg-Poppenweiler.★

Conveyor chains. Theodor Tilemann K.G., Brunnestrasse 10, Gevelsberg. WTD 4/14/60.

Conveyor clamps. Siegert & Co., Bahrenfelder Steindamm 69-71, Hamburg-Altona. WTD 3/15/61.★

354 Metalworking Machinery, Equipment

Punches, pins, flat drills, transfer punches, drill blanks. Alfred Konrad Veith KG, Oehringen/Wuerttemberg. WTD 8/8/61.

Spot grinding, testing extrusion press. Maschinenbau Walter Reis, Obernburg/Main.★

Sheet metal forming machines for prototype work; bus, truck, aircraft metal shaping, forming machines. Walter Eckold Vorrichtungen-und Geraetebau, St. Andreasberg-Sperrluttertal/Oberharz.★

Magnetic adjustable blow hammers. Elmeg Elketromechanik, Voehrums Strasse, Peine. WTD 12/5/61.

Carbide reamers, carbide cutting tools. Fabrik fuer Praezisionswerkzeuge Dr. Kress K.G., Aalen/Wuerttemberg.★

Metal cutting, shaping tools. Karl Hertz GmbH, 11 Wehlauer Strasse, Fuerth/Bayern.★

355 Special Industry Machinery, Except
Metalworking Machinery

Hydraulic cutting presses for all materials except metals. Schoen & Cie. GmbH, Teichstrasse 19, Pirmasens.★

Foundry equipment. Badische Maschinenfabrik A.G., Karlsruhe-Durlach.

356 General Industrial Machinery, Equipment

Plastic, rubber granulating machinery. Rolf Schlicht, 28 Noepps, Hamburg-Marienthal.

Water pumps. Hermann Knueppel, Wandsbecker, Koenig Strasse 15, Hamburg-Wandsbeck.

Hydraulic presses, die sets, pneumatic indexing rotary tables. Fischer-Brodbeck GmbH, Wiedachstrasse, Weinsberg/Wuertt. WTD 11/17/61.★

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Iron, steel measuring instruments for rolling mills. Maerkische Geraete, Plettenberg-Boedinghausen/Westfalen. WTD 3/29/61.★

Patents for system for probing materials by shock wave signals; velocity-dependent measuring, control system; ultrasonic carburetor. Impulsphysik Dr. Ing. Frank Fruengel GmbH, 400 Suelldorfer Landstrasse, Hamburg-Rissen (also Otto Dietrich, Impuls Physik, Inc., Yonkers, N.Y., will give technical assistance). WTD 6/1/60.★

Dial indicators with magnetic bases. Fritz Schmidt, 17 a Kirkstrasse, Efringen-Kirchen.

471 Freight Forwarding

Customs services; freight forwarding, domestic shipping, full range of export shipping services. Schenker & Co. GmbH, 69 Faulenstrasse Bremen.★

AGENCY

203 Canning, Preserving Fruits, Vegetables,
Seafoods

Frozen, canned, dried foods, Dr. Klemp KG, Bagelstrasse 122A, Duesseldorf.

204 Grain Mill Products

Dextrose. Holler & Co., Ballindamm 13, Hamburg 1. WTD 2/12/62.

209 Miscellaneous Food Preparations, Related
Products

Coffee, tea, similar beverages; snacks, chips. Dr. Klemp KG, Bagelstrasse 122A, Duesseldorf.

220 Textile Mill Products

Textiles. Industrie-Companie, Companiehaus, Krefeld. WTD 4/25/60.★

232 Men's, Youths', Boys' Furnishings, Work Clothing, Related Garments

Trousers, work clothing. BerkateX GmbH. & Co., Postfach 93, Kaldenkirchen/Rhld. WTD 11/6/61.

243 Millwork, Veneer, Plwood, Prefabricated Structural Wood Products

Prefabricated building units in wood, synthetic materials. Ottje Behnen, 23 Bernlappstrasse, Freiburg im Breisgau.

Prefabricated houses. Hans-Dieter Liastring, Eberhofweg 92, Hamburg-la. 1.

Prefabricated houses. Wohn-Bau-Kontor GmbH, 15 Beethovenstrasse, Merzig-Saar.

251 Household Furniture

Bathroom, kitchen equipment for residential, commercial, marine installations. Triton-Belco Armaturenfabrik GmbH, Alter Teichweg 19, Hamburg 22.

259 Miscellaneous Furniture, Fixtures

Venetian blinds, drapery hardware. Gebr. Weyersberg, Wilhelmstr. 29 Solengen-Ohligs. WTD 6/7/61.

264 Converted Paper, Paperboard Products, Except Containers, Boxes

Bleached sulfite paper, uncoated base paper for waxing, coated boxboard for folding boxes. Luft, Maack & Co. mbH, Chilehaus A, Hamburg 1. WTD 10/26/61.

Paper in rolls; coffee filter paper; parchment paper substitute or synthetic sheets; paper plates, cups, other eating implements; wax paper in sheets 8 1/2 x 11 packed 1,000 per carton. Rudolf Moeller, 22 Ziethenstrasse Dortmund.

Adhesive tapes for sealing cartons. Erich Mekyska, Hochstrasse 36, Alsbach/Bergstrasse. WTD 4/1/57.

Paper specialties. Central-Kontor fuer Buero-bedarfsvertretungen GmbH., Lodzbergstrasse 16, Lahr/Schwarzwald.

266 Building Paper, Building Board Mill Products

Building trades insulation. Ernst Joachim Gehrke, 9 Frankestrasse, Hanover.

273 Books

Teaching charts, workbooks, complete line of instructional material. Lehrmittelverlag Hagemann, 20 Karlstrasse, Duesseldorf.★

279 Service Industry Products for Printing Trade

Line-casting machines, all supporting equipment. Friedrich Wilhelm Saupe-Setzmaschinen GmbH, Hohnerstrasse 15, Stuttgart-Feurbach.★

281 Industrial Inorganic, Organic Chemicals

Antirust material in bulk for removal, prevention of rust on automobiles. Gebrueder Wichmann, Postfach 173, Sprendlingen b., Frankfurt/M.

Heavy chemicals for industrial uses. Holler & Co., Ballindamm 13, Hamburg 1. WTD 2/12/62.

Chemicals for rubber industry. Otto Herr, 1 Theaterstr., Hanover. WTD 9/13/61.

Chemicals, Industrie-Companie, Companiehaus, Krefeld. WTD 4/25/60.★

281, 282, 283, 287 Industrial and Agricultural Chemicals, Plastics and Pharmaceuticals. Possehl Chemie und Isolierstoffe GmbH, Steinhoeft 11, Hamburg 11. WTD 1/9/62.

This is the produce trading division of a very large German firm with subsidiary companies active in minerals and metal refining, coal, shipping and pharmaceuticals. It is interested in import of animal glands, both fresh and semi-processed, to sell as brokers for use in their own plants. It is represented throughout Germany. It also imports polyethylene film scraps and regenerate and is interested in all phases of the plastics field from raw material to finished product. Seek sources for a wide range of fine chemicals. Possehl also interested in license for manufacture of weed killers--particularly for railroad and highway uses.★

282 Plastics Materials, Synthetic Resins, Rubber, Other Manmade Fibers, Except Glass Plastics. Industrie-Companie, Companiehaus, Krefeld. WTD 4/25/60.

Plastic products for building industry, partitions, roofing, polyester products. August Winkelhoff K.G. 27 Osterstrasse, Hildesheim.

Chemicals for plastics industry. Otto Herr, 1 Theaterstr., Hanover. WTD 9/13/61.

283 Drugs

Pharmaceuticals. Dr. H. M., c/o H. Specht, Kolmarer Str. 11, Hagen/Westf.

287 Agricultural Chemicals

Agricultural bulk chemicals. Holler & Co., Ballindamm 13, Hamburg 1. WTD 2/12/62.

Herbicides. F. Schacht K.G., P.O. Box 62, Braunschweig.

295 Paving, Roofing Materials

Roofing materials, building trades insulation. Ernst Joachim Gehrke, 9 Frankestrasse, Hanover.

307 Miscellaneous Plastics Products

Semifinished plastic blisters, bags, material, equipment for producing finished packages. Rinke-Draht KG., Muensingen/Wuerttemberg. WTD 12/11/58.

Plastics handbags for women. WIFA Handelsgesellschaft mbH, 50 Essener Strasse, Muelheim-Ruhr.

322 Glass, Glassware, Pressed Blown

Special glass products for building industry; insulating glass plates, bricks, partitions. August Winkelhoff K.G., 27 Osterstrasse, Hildesheim.

326 Pottery, Related Products

Kitchen equipment. Roland Hess, Schwabstrasse 40, Fellbach/Wuerttemberg.

Bathroom, kitchen equipment, residential, commercial marine installations. Triton-Belco Armaturenfabrik GmbH, Alter Teichweg 19, Hamburg 22.

327 Concrete, Gypsum, Plaster Products

Building equipment, industrial building furnishings. Kurt Schmidt, Kletterpoth 10, Herdingen b. Neheim-Huesten/Westf.

329 Abrasive, Asbestos, Miscellaneous Non-metallic Mineral Products

Building trades insulation. Ernst Joachim Gehrke, 9 Frankestrasse, Hanover.

330 Primary Metal Industry Products

Special alloys, fabricated or semifabricated special alloy products or components, rod, sheets, special shapes, rare metal components, specialty steels. Robert Zapp, Bleichstrasse 8, Duesseldorf. WTD 2/1/62.★

332 Iron, Steel Foundry Products

Specialty steels. Hugo Puetter, Friedrichstrasse 2, Hattingen (Ruhr).★

335 Rolling, Drawing, Extruding Nonferrous Metals

Aluminum foil for domestic uses. Rudolf Moeller, 22 Ziethenstrasse, Dortmund.

336 Nonferrous Foundries

Kitchen equipment. Roland Hess, Schwabstrasse 40, Fellbach/Wuerttemberg.

342 Cutlery, Handtools, General Hardware

Kitchen equipment. Roland Hess, Schwabstrasse 40, Fellbach/Wuerttemberg.

Rasps, files for woodworking, metal-working industries. J.C. & Alb. Zenses, Werkzeugfabrik, Dueppelstrasse 52, Remscheid-Haddenbach.★

Lawn, gardening equipment. Bruno E. O. Krieger, Nedderfeld 32, Hamburglokstedt. WTD 1/3/62.★

Handtools for home use. Oskar Frenzel, Unterer Markt; Neunkirchen/Saar. Workshop tools for home and small industry use; kitchen equipment; Dressler & Co. KG, Spitzenkeil 15-17, P.O. Box 343, Bremen. WTD 4/30/62.★

343 Heating Apparatus, Except Electric, Plumbing Fixtures

Bathroom, kitchen equipment for residential, commercial, marine installations. Triton-Belco Armaturenfabrik GmbH, Alter Teichweg 19, Hamburg 22.

Refrigerated water drinking fountains. Terramar GmbH, 26 Hagedornstrasse, Hamburg 13. WTD 1/10/61.

Plumbing supplies; Dressler & Co. KG, Spitzenkeil 15-17, P.O. Box 343, Bremen. WTD 4/30/62.★

344 Fabricated Structural Metal Products

Aluminum window frames, panels, construction elements. Hans Th. Leiber, Grueneplan ueber Alfeld (Leine).

Units for building industry. Willfried Stephan, Albrecht Str., 7-62 Wiesbaden. WTD 5/17/61.

Prefabricated houses. Wohn-Bau-Kontor GmbH, 15 Beethovenstrasse, Merzig-Saar.

Prefabricated houses. Hans-Dieter Lastring, Eberhofweg 92, Hamburg-la. 1.

Prefabricated building units of light metal, synthetic materials. Ottje Behnen, 23 Bernlappstrasse, Freiburg im Breisgau.

346 Metal Stampings

Kitchen equipment. Roland Hess, Schwabstrasse 40, Fellbach/Wuerttemberg.

349 Miscellaneous Fabricated Metal Products

Valves for extreme high, low temperatures. Metz-Reglerbau, 7-9 Friedrich-Engelhorn-Strasse, Mannheim.

Pipe, pipe fittings; diam. 12 in. and larger. Roehren Und Schweisswerk Gebr. Fuchs, 42 Lange-nauer Strasse, Buschhuetten Kreis Siegen. WTD 6/1/59.

Titanium, stainless-steel sheets, tubes, extrusions. Alfred Szymanski, 7 Kondorstrasse, Munich.

351 Engines, Turbines

Diesel engines, 10-1,300 hp. Hans Rohan, 1 Kattrepelsbruecke, Hamburg 1.

352 Farm Machinery, Equipment

Diesel tractors, 20-50 h.p., 4 wheel rubber tired, plus all accessories. Joachim Bahr. Landhandel-Landtechnik (4965) Lindhorst/Sch. Lippe.

Farm equipment; Dressler & Co. KG, Spitzenkeil 15-17, P.O. Box 343, Bremen. WTD 4/30/62. ★

353 Construction, Mining, Materials Handling Machinery, Equipment

Mechanical feeders, counters. Pfuderer u. Toscha Maschinenbau, Hochberger Strasse 2, Ludwigsbuerg-Poppenweiler.

Light construction, roadbuilding, maintenance equipment. Ingenieur Buero Albert Schrey, Gotfried-Keller-Strasse, 45, Lintorf/Duesseldorf.

Road construction equipment. Dr. Ernst Kah Bau-und Industrie-Bedarf, Margaretenhoehe 17, Braunschweig.

Heavy-duty fork-lift trucks, 5-20 tons; mobile cranes, 10-20 tons. Eberhard Keseling, Muelheimstrasse 22, Duesseldorf.

Heavy road construction equipment. Maschinenfabrik Augsburg-Nuernberg AG, Hachmannkai, Hamburg 11. ★

Road construction, earthmoving equipment; truck, crawler mounted mobile cranes; concrete finishing equipment. Modern Export Services, Koenigsallee 14, Duesseldorf; also 14 Abington Rd., London W.8, England. WTD 1/24/62.

Heavy machinery, cranes, materials handling equipment, building equipment. Hugo Puetter, Friedrichstrasse 2, Hattingen (Ruhr). ★

Hydraulic machinery. Willfried Stephan, Albrecht Str., 7-62 Wiesbaden. WTD 5/17/61.

Heavy roadbuilding machinery. Maschinenfabrik Buckau R. Wolf A.G., Werftstrasse 214-16, Kiel. WTD 10/6/60.

Earthmoving, construction machinery. WIFA, Handelsgesellschaft MbH, 50 Essener Strasse, Muelheim-Ruhr.

Earthmoving machinery. Lehnert, Wellensick 167, Bielefeld.

Self-propelled, heavy earthmoving, construction equipment. Waggonfabrik A.G., Rastatt (Baden), Werkstrasse 2.

Machinery for underground coal mining. Guenther Mittag, Berghaubedarf, Robert-Koch-Strasse 24, Muelheim/Ruhr. WTD 7/17/61.

Materials handling equipment. Wilhelm Ebin-ger, Grunbach bei Stuttgart. ★

354 Metalworking Machinery, Equipment

3-axis tape controlled machines for manufacture of cylindrical grooved cams. AMBEG, 93 Sachsendamm, Berlin-Schoeneberg. WTD 5/18/55.

Internal, external grinders; vertical boring drills; turret lathes. Delisle & Ziegele, 33 Tuebinger Strasse, Stuttgart. WTD 2/9/61.

Medium-sized numerically controlled machine tools. Ernst Heinkel AG., 21 Hellmuth-Hirth-Strasse, Stuttgart-Zuffenhausen. WTD 3/1/62.

Metal-cutting lathes, including tracers, gear cutters, broaching machinery, multiple spindle radial drilling machines. Edmund Laschet, 24 Lynarstrasse, Berlin-Spandau.

Machine tools, accessories. Mueller Petzel & Co., Kohlhoecker 29, Bremen.

Metalworking tools. Theodor Tilemann KG, Brunnenstrasse 10, Gevelsberg. WTD 4/14/60.

Machine tools. Willfried Stepha, Albrecht Str., 7-62 Wiesbaden. WTD 5/17/61.

Gear machinery, automatic bar machines, centerless grinders, internal grinders. MATRA-WERKE GmbH, Frankfurt/Main. WTD 6/13/61.

Centerless grinder, spring winder, tube bender. Wadewitz, Rudolfshof, Lauf (Pegnitz).

Precision machine tools for optical, camera, instrument, electrical, electronic industries. Thielicke & Co., Karlsruhe, Ettlinger Landstrasse.

Machine tools, welding equipment, couplings, gears; Ing. Josef Bauer, Joergerstrasse 30, Vienna XVII, Austria. WTD 1/4/62.

New type, special novelty machine tools for iron, steel metal industries. E.A. Brandt & Co., 27-29 Wachstrasse, Bremen.

Machine tools. Christian E. Petersen & Co., Pelzerstrasse 2, Hamburg 1. WTD 7/19/61.

Wire-making machines, equipment. Walter G. Fritzke, Am Wehrhahn 76, Duesseldorf. WTD 3/12/62.

Heavy machine tools. Hugo Puetter, Friedrichstrasse 2, Hattingen (Ruhr). ★

Automatic machine tools, equipment. Hans-Heinrich Schmitz, Ickerswarderstrasse 135, Duesseldorf.

Machine tools. Semex Metall-u. Maschinen GmbH, Bismarckstrasse 89, Duesseldorf. WTD 11/60.

Grinders, surface, external, internal; radial drills; center lathes. H. Hommel K.G., Cologne. WTD 1955.

This firm is the distributing organization of Hommelwerke GMBH, Mannheim. It desires to broaden its present base of grinders, drills, and lathes. It sells a diversified selection of tools, machine tools and heavy manufacturing equipment. It imports on its own account and carries its own replacement and repair stocks. Service is provided for the lines they carry. ★

355 Special Industrial Machinery, Except
Metalworking Machinery

Cutting tools, miniature power tools. Gebr. Weyersberg, Wilhelmstr. 29, Solingen-Ohlig. WTD 6/7/61.

Cartoning, bundling bagging, pouching machinery. Gerd Kelch, Rockwinkler Heerstr. 103C, Bremen-Oberneuland.

Equipment for storing, cutting, packaging meats, cheese. P. Giesel Industrie-Vertretungen, Bundesallee 26, Berlin-Wilmersdorf.

Printing machinery, equipment. Semex Metall-u. Maschinen GmbH. Bismarckstrasse 89, Duesseldorf. WTD 11/9/60.

New developments in offset printing, gravure equipment. Wilhelm Rahmann, Bettinastrasse 56, Frankfurt/Main.

Food choppers, grinders, graters for industrial home food processing. J. C. & Alb. Zenses, Werkzeugfabrik, Dueppelstr. 52, Remscheid-Had-denbach.

Strip-casting machines. Jenke & Rothaemel, 74 Kronenstrasse, Duesseldorf. WTD 7/27/61.

Can filling, sealing, labeling machines. Horst Schweisfurth, Meliesalle 38, Suesseldorf-Benrath.

Printing machinery, equipment. Edman & Co., GmbH, Schillerstrasse 14, Duesseldorf. WTD 1/31/61.

This is a Swedish based trading firm of considerable stature which owns subsidiary companies in eight countries. It is looking for a U. S. line of machinery to complement its sale of Swedish newsprint, which is its main line sold in Germany. It is prepared to set up a service department under technical direction. It imports for its own account.★

New type printing machinery, particularly small offset, letterpress. Emil Waller, Bagelstrasse 104, Duesseldorf 10.

Offset presses, attendant equipment. Alfred Necke, 5a Konrad-Haenisch-Strasse, Hannover-Ricklingen. WTD 3/15/61.

Offset subsidiary equipment, supplies; machinery, equipment for manufacture of corrugated boxes from corrugated board including printing, stitching; plastic packaging machinery. Chromos Graphische Maschinen Gesellschaft GmbH, 6 Schwanenstrasse, Frankfurt/Main.★

Strip-packing, aerosol packaging, bundlers, case packers, cartoning equipment. Schmeling & Co. Schweizerische Industrie-Gesellschaft, Rembrandstrasse 1, Duesseldorf.

Plastics presses, extruders. Maschinenfabrik Augsburg-Nuernberg AG, Hachmannkai, Hamburg 11.

Food processing machinery; Dressler & Co., KG, Spitzenkeil 15-17, P. O. Box 343, Bremen. WTD 4/30/62.★

Food canning equipment, supplies. Manfred Lamar, 13 Vaubanstrasse, Saarlouis.

Offset presses, web-sheet-fed; offset equipment, new printing equipment. Alfred Necke, 5-A Konrad-Haenisch Strasse, Hanover Ricklingen. WTD 3/15/61.

Textile machinery. Karl Arnold, P.O. Box 164, Bad Nauheim.

Flour, bakery equipment. Stephan Kastenmuel-ler, 1 Fallstrasse, Munich.

Service bag clipping machines, carton taping machines. Maschinenfabrik Spang & Brands, Oberursel/Taunus.

Labeling, filling (dry and liquid), cartoning equipment for food, beverage industries. Adolf Rogler, 28 Holzdamm, Hamburg 1.

Hand power tools, small power tools for wood-working, building. O. J. Keller, 7 Brauhofstrasse, Berlin-Charlottenburg.

Bottling equipment, 60-100 P.M., for beverage industry. Paul C. Habekost, Sierichstrasse 16, Hamburg 39.

Glass packaging equipment for drugs, cosmetics, food; beverages. Muenchmeyer & Co., Ballindamm 33, Hamburg 1. WTD 5/8/62.

Offset equipment for decorating containers, machine to imprint pharmaceutical tablets. WIFAG GmbH., Epplestrasse 81, Stuttgart-Degerloch.

Rotogravure presses for printed packaging, bag making machinery. Otto Kehrner, Am Kraehewald 187A, Stuttgart-W. WTD 2/7/62.

This individual is a knowledgeable technical sales agent who is head of a group seeking Germany-wide agency for an outstanding principal. Normally he works on a straight commission basis. He is also able to provide first-class service facilities. In addition to paper printing machinery, also interested in textile printing equipment.★

356 General Industrial Machinery, Equipment

Industrial dust collecting, packaging machinery. Maschinenfabrik, Buckau R. Wolf A. G., Werftstrasse 214-16, Kiel. WTD 10/6/60.

Labeling, filling (dry and liquid), cartoning equipment for chemical industry. Adolf Rogler, 28 Holzdamm, Hamburg 1.

Specialized packaging machinery. Ernst Heese, 325 Grafenberger Allee, Duesseldorf. WTD 9/26/61.

Packaging equipment. Maschinenfabrik Fr. Niepmann GmbH. & Co., Gevelsberg/Westfalen.

Equipment for setting up, loading, closing corrugated, folding boxes, carrier cartoning. Werner Dorsch, Zur Kaiserreiche 14, Wuppertal-Kuellenhahn. WTD 5/19/61.

Packaging machinery, prepared to install, service. E. & E. Peters GmbH, Rothenbaumchaussee 211, Hamburg. WTD 8/21/57.

357 Office, Computing, Accounting Machines

Cash register, bookkeeping, accounting machines, recorders, scales. Kontrolltechnik, 52 Augusta-Anlage, Mannheim.

This firm is exclusive German agent for Swiss calculating machine line, selling to retail stores. Has working arrangement with German manufacturer of automatic change-makers and is interested in a joint venture to produce a line of vending machines with Kontrolltechnik handling the sales. Maintains its own sales and service force in all major cities of Germany. It now imports for its own account and maintains stocks of finished machines and replacement parts. It would be willing to work either as a commission agent or as importer distributor.★

Office equipment, including small desk accessories. Heinrich Schmitz, 56 Neue Mainzer Str., Frankfurt/Main.

Electronic data-processing machinery, related devices for punched-card operations. George Heime, Smaragdweg 1, Stuttgart N.

Office supplies. Central-Kontor fuer Buero-bedarfsvertretungen, GmbH., Lodzbergstrasse 16, Lahr/Schwarzwald.

Machine for producing multiple copy forms. Jenke & Rothaemel, 74 Kronenstrasse, Duesseldorf. WTD 7/27/61.

Office equipment, small electronic computers. Artur Weber, 51 Hegelstrasse, Stuttgart W. WTD 4/7/60.

Office equipment novelties. K. H. Benatzky, Bahrenwalder Strasse 190, Hannover.

358 Service Industry Machines

Deep-freeze display cases for retail stores, ready for installation, service. E. & E. Peters GmbH, Rothenbaumchaussee 211, Hamburg. WTD 8/21/57.

Vending machines. Kontrolltechnik, 52 Augusta-Anlage, Mannheim.

Refrigerator units of fractional hp. size. Firma Gottwald, 31 Jakobistrasse, Frankfurt.

Water treatment equipment. Klaus Gagzow, 47 Suernte Rendelstr., Riesenbeck.

Air conditioning. Industrie-Companie, Compañiehaus, Krefeld. WTD 4/25/60.★

359 Miscellaneous Machinery, Except Electrical

Tape dispensing machines. Erich Mekyska, Hochstrasse 36, Alsbach/Bergstrasse. WTD 4/1/57.

Automotive service station tools, equipment. Roecker & Noebauer Werkstatt und Industriebedarf, Wildungerstrasse 64a, Stuttgart-Bad Cannstatt.★

Molds, matrices for repairing, retreading tires. Alfred Paschke, Clausthaler Strasse 27, Bad Grund.

Labor-saving garage tools. Tehag, Kemnaderstrasse, Bochum. WTD 12/11/61.

361 Electric Transmission, Distribution Equipment

Low-tension circuit breakers, controllers, protection gears. Wilhelm Hahnebeck, Elektro-Grosshandlung. Maerkische, Strasse 51-53, Dortmund.

High, low voltage switchgear. Dr. Kurt Goehre KG, Elektrotechnische Fabrik, Friedberger Strasse 128, Bad Vilbel.

Electrical controls, parts. Elektro-Strunk, Elisabethstrasse 47, Duesseldorf. WTD 1/16/62.

High-frequency electroceramics, transistors, relays. Dr. Hahn KG & Duetsche Techna GmbH, Augustraasse 37. Hagen/Westphalia.

High-low-tension construction elements (electrical) switches, relays, related equipment). Dr. H. A. Becker, Hamburg 11. Deichstr. 48/50.

Electronic test, measuring equipment. Sadowski & Co., Esslingen-Berkheim.★

362 Electrical Industrial Apparatus

Miniature capacitors, resistors, connectos. Rohde & Schwarz GmbH, Hohe Strasse 160-168, Cologne.

This firm is the exclusive distributor for a number of U.S. quality manufacturers. Rohde & Schwarz maintains a staff of highly skilled electronic technicians and service all equipment sold. The firm name is stamped along side the brand name of the items they distribute, and they pride themselves on the quality of their lines and the services they provide. Laboratories and warehouse stores are maintained in Cologne, Berlin, Hamburg, Munich, and Karlsruhe. They are interested in enlarging their product base by representing additional U.S. firms producing the following types of equipment: digital recording and controlling; specialized instruments for components; communications; chemical analysis; optical industries and quality control in production and testing of cores and environmental testing equipment; digital and analog computers for industry, scientific use and research; and all types of meters.★

Welding equipment, materials. Mansa-Johannes Mann, Huettenstr. 36, Duesseldorf. WTD 2/20/62.

Electrical welding equipment, small, fractional horsepower motors. Tehag, Kemnaderstrasse, Bochum.

363 Household Appliances

Household consumer appliances. Dr. Klemp KG, Bagelstrasse 122a, Duesseldorf.

Kitchen equipment, appliances. Roland Hess, Schwabstrasse 40, Fellbach/Wuerttemberg.

Electrohousehold appliances; assembly, sales, service. Elektromechanische Werkstaette Hege-
dues, 13 Hernstroferstrasse, Vienna XIV, Austria.

366 Communications Equipment

Specialized communications instruments for in-
dustry. Rohde & Schwarz GmbH, Hohe Strasse
160-68. Cologne.

367 Electronic Components, Accessories

Transistor phonograph amplifiers. Sadowski &
Co., Esslingen-Berkheim.★

371 Motor Vehicles, Equipment

Automobile accessories. Otto Golze & Soehne,
Werftstrasse 20, Hameln/Wezer.★

Industrial transport equipment. Eberhard Kesel-
ing, Muelheimerstrasse 22, Duesseldorf. WTD
1/27/62.

Fifth wheel trailer equipment. Bruno E. O.
Krieger, Nedderfeld 32, Hamburg-Lokstedt. WTD
1/3/62.

381 Engineering, Laboratory, Scientific, Re- search Instruments, Associated Equipment

Instruments for chemical analysis, core testing,
environmental testing. Rohde & Schwarz GmbH,
Hohe Strasse 160-68, Cologne.★

Laboratory measuring instruments for various
industrial purposes. Dr. H. M., c/o Specht, Hagen
Kolmarerstrasse 11, Hagen/Westf.

382 Instruments for Measuring, Controlling, Indicating Physical Characteristics

Digital recording, controlling equipment. Rohde
& Schwarz GmbH, Hohe Strasse 160-68, Cologne.★

Collating machines. Jenke & Rothaemel, 74
Kronenstrasse, Duesseldorf.

Numerical control systems for machine tool
manufacture. Maschinen-Apparate-Werkzeuge,
Sindelfinger Strasse 11, Maichingen b. Stuttgart.
WTD 11/29/61.

383 Optical Instruments, Lenses

Specialized instruments for optical industry.
Rhode & Schwarz, Hohe Strasse 160-68, Cologne.★

384 Surgical, Medical, Dental Instruments Supplies

Electronic instruments for medical application.
Dr. H. M., c/o H. Specht, Kolmarerstrasse 11,
Hagen/Westf.

Surgical cotton padding in polyethylene bags,
25 g.; 50, 100, 175, 250 g. sizes. Rudolf Moeller,
22 Ziethenstrasse, Dortmund.

Protective clothing; industrial personal protec-
tion, safety equipment, including goggles, shields,
masks. Ludwig Lindgens K.G., P.O. Box 343,
Muelheim/Ruhr. WTD 11/9/59.

386 Photographic Equipment, Supplies

Cameras, supplies for printing industry. Wilhelm
Rahmann, Bettinastrasse 56, Frankfurt/Main.

394 Toys; Amusement, Sporting, Athletic Goods

Playing cards. Central-Kontor fuer Buerobed-
arfsvertretungen GmbH., Lodzbergstrasse 16,
Lahr/Schwarzwald.

Tennis trainers, inflatable tents, sporting equip-
ment. Hans Hoffman, 14 Koellnbrinkweg, Wester-
feld/Hanover..

731 Advertising

Consultant specializing in graphic arts for ad-
vertising, sales promotion work. Guenther Degen-
hardt, 6900 Heidelberg, Bergstrasse 7, Heid-
elberg.

investment opportunities

Many German firms interested in licensing or joint venture arrangements with U.S. firms were uncovered by the Mission.

When available, supplementary information as indicated by a star (★) may be obtained on loan by firms domiciled in the United States from the Office of International Investment, U.S. Department of Commerce, Washington 25, D. C.

227 Floor Covering Mills

Offers license for non-skid underlay for rugs. Gebr. Wunderlich, Lerbach/Osterode/Harz.

243 Prefabricated Houses

Wants joint venture with manufacturer to erect prefabricated units. Roland Hess, Schwab Strasse, 40 Fellbach, Wuerttemberg.

281 Industrial Chemicals

Pigment manufacturer seeks license or joint venture to produce and sell items to the paint, plastics, and building materials industries. Farbwerke Franz Rasquin GmbH, Clevischer Ring 180 Koelin-Muelheim.

282 Plastics Materials

Seeks joint venture or license to manufacture light items in plastics, electrical or electronic fields. Leopold Krawinkel, Vollmerhausen Bez. Loeln.

292 Paving and Roofing Materials

Manufacturer of roofing and anti-corrosion materials seeks joint venture to expand production with related items. J. & Otto Krebber Oberhausen (Rhld.).

307 Plastics Products

Offers license for new design plastic vacuum suction hose, and flexible high pressure PVC hose and connections. Adolf Rohde GmbH, Brandenburgische Str. 17, Berlin-Steglitz.★

327 Concrete Products

Parking garage designer and builder seeks li-

cense to produce precast building components for parking garages and other uses. Park-hochhaus GmbH, Koelner Str. 14, Duesseldorf.

344 Fabricated Structural Metal Products

Joint Venture for manufacturing small parts and components, stampings, small sheetmetal forming, and electrical switchgear and wiring panels. Wilhelm Krah KG, Drolshagen/Westphalia.

Manufacturer of welded pipe is interested in a joint venture to make boilers. Roehren- und Schweisswerk Gebr. Fuchs, Muehlenstrasse 16 5901 Kaan-Marienborn/Kr. Siegen/Westf.★

345 Bolts, Nuts, and Screws

Firm specializing in heavy duty and large sizes of nuts and bolts seeks reciprocal licensing with manufacturers of fasteners. Emil Kettler, Hasperbach Box 467, Hagen-Haspe.

353 Construction Equipment

Firm making track laying and other railway equipment and machine tools seeks diversified products to manufacture under license. Robel & Co. Maschinenfabrik, Thalkirchner Strasse 210-220, Muenchen 25.*

Seeks new line to manufacture under license in the construction and plastics packaging fields. Kleindienst & Co., 8 Argonstrasse 8, Augsburg.

License sought for metal fabricating of warehousing and materials handling equipment. Peter Ruppel, Haus am Hassensprung, Monnolshain-Kronberg Ts.★

Manufacturer of industrial process equipment seeks license to produce steel fabricated industrial processing and materials handling equipment for chemical, metallurgical, agricultural and construction materials industries. Hein, Lehman & Co. AG, Fichtenstrasse 75, Duesseldorf.★

Large and diversified manufacturer of steel buildings, mining machines and industrial processing equipment seeks further diversification. Interested in license to manufacture and sell equipment such as materials handling, etc. for chemical, metallurgical, and construction materials industries. Presently manufacturing under license sugar centrifuge and stainless screen. Have own sales

and service force specialize in mining and metallurgical fields and are represented in Western Europe by agents, also with service staffs.

354 Metalworking Machinery and Equipment

Manufacturer of hydraulic presses, die sets, and pneumatic index rotary table. Fischer-Brodbeck GmbH, Wiedachstrasse, Weinberg/Weertt.

Offers license on principle for drilling, reaming, and tapping without deflection. Otto Muller Maschinenfabrik, Plochingen/ Wuerttemberg.

License to produce machine tools for the automobile and aircraft industries sought by manufacturer of printing machines, road machinery, and steering gears. Western Manufacturing (Reading) Ltd., The Aerodrome, Reading, England.

Desires to fabricate and assemble U.S. machine tools and mining equipment under contract for sale in Germany. Emil Kittler, Hasperbach, Box 467, Hagen-Haspe.

Offers license for patented carbide cutting tools. Fabrik fuer Praezisionswerkzeuge Dr. Kress KG, Aslen/Wuerttemberg.

License for special processes for grinding, lapping, etc., sought by manufacturer of all types of clutches. Lamellen und Kupplungsbau August Haeussermann, P. O. , Box 89, Stuttgart-Obertuerkheim.★

This firm is the largest manufacturer of clutch disks in Germany. Produces all types of clutches—automobile, truck and tractor. It has manufacturing licensing agreements with firms in England, Spain and Brazil. Interested in cross licensing clutch plates, disks, double clutches, and affiliated processes. Would also be interested in a license from a U.S. firm for sintering clutch disks. Finally, would like an agency or direct purchase arrangement to supply friction materials for automotive gears.

Machine tool maker offers license for its transfer presses and seeks license for automatic, single spindle lathe. Industrie-Werke Karlsruhe Aktiengesellschaft, Brauerstrasse 25, Karlsruhe.★

Wants license to manufacture mechanical equipment for machine tool and aircraft industries. Planet—Mettall GmbH, 15-17 Friedrichstrasse, Onstmettingen/Wuertt.

Desires licensing arrangement for machine tools and electric and mechanical measuring equipment. Hommelwerke GmbH, 1-5 Turbinenstrasse, Mannheim-Kaefertal. WTD 1955.

This organization manufactures and sells its own line of machine tools and measuring equipment, both electronic and mechanical. A subsidiary firm in Cologne, H. Hommel K. G., distributes imported machine tools as a separate operation.★

355 Special Industry Machinery

Manufacturer of pig and cast iron and cast steel seeks license to produce equipment for reprocessing heavy scrap for remelting. Rheinstal-Eisenwerke, Friedrich-Ebert-Strasse 100, Muelheim-Meiderich.

Manufacturer of shoe and leather machinery interested in making related machinery under license. Schoen & cie GmbH, Teichstrasse 19, Pirmassen.

Manufacturer of paper processing and printing machinery seeks license for high speed, automatic paper processing machinery. Hobema Maschinenfabrik, 59 Worringerstrasse, Duesseldorf.

Paper processing machinery manufacturer seeks license to produce equipment for pulp making and paper refining and finishing.

This firm desires a licensing arrangement to produce machines for a complete paper making plant. The types of machinery would include pulp making, mixing, cleaning, bleaching and refining. Presently has a cross licensing agreement with another U.S. firm. It maintains a well-established sales office. In addition to paper making machinery, is interested in cardboard, paper board, and cellulose wadding machinery and machines for producing facial and bathroom tissue. ER-WE-PA Maschinenfabrik u. Eisengiesserei GmbH, 49-51 Neandertaler Str., Erkrath b. Duesseldorf.★

Offers license on new automatic newspaper inserter. Hepp GmbH, 7a Schmidt-Ott-Str. (Hephause), Berlin-Steglitz.★

Wants license to manufacture U.S. product to expand line of spinning and garment cutting machines. G. Anton Steeleman u. Soehne, Oberhaugs-tett/Kreis Calw.

Manufacturer of cotton spinning machines seeks license to produce light and medium machinery. Spintex Spinnerei-Maschinenbau Stiehl, Fromm & Co., Fornsbacherstr. 92, Murrhardt/Wuerttemberg.

Offers license for its paper towels and napkin making machinery and seeks license for paper processing or converting equipment. Krehsen & Dreesbach, 225 Koelner Landstrasse, Duesseldorf.

Wants license to manufacture fruit and vegetable weighers, counters, and fillers to be connected to its bag filling and crimping equipment.

This organization specializes in the production of machines for stitching and tacking soles on shoes. Their interest in the packaging field is a result of development of a bag filling and clipping machine, primarily used in self-service food stores. The addition of the items listed above would enable it to sell a complete packaging line. Also interested in contractual arrangements whereby they would provide service in Germany for a U.S. firm marketing packaging machinery. They would be prepared to make such an arrangement with or without distributorship rights. Maschinenfabrik Spang & Brands, Oberursel/Taunus.★

Cross licensing arrangement for graphic art machinery sought by manufacturer of automatic cylinder letter press machines and carbon paper inserting or interleaving machines. E. u. K. Grimm OHG Maschinenfabrik, Mainflingen am Main.★

Paper processing and printing machinery manufacturer is interested in producing high speed automatic printing machines under license. Hobena Maschinenfabrik, Worringer Strasse 59, Duesseldorf.

Offers license for automatic form washing and drying machine used in the printing industry. E. Greminger, Amriswil, TG, Switzerland.★

Manufacturer of high speed bindery machinery offers license to a U.S. firm to make its machinery and would like to be licensed to produce complementary American equipment. Printers Engineers Pty. Ltd., 44-52 Vine Street, Chippendale, Sydney, Australia.

Offers license for manufacturing its special printing machine. J. C. Ceelen, Krusilaan 182/403 Amsterdam-Oost, The Netherlands.★

356 General Industrial Machinery and Equipment

Manufacturer of packaging equipment wants to manufacture U.S. equipment under license to complete its line of non-rigid packaging machinery. Industrie-Werke Karlsruhe Aktiengesellschaft, Brauerstrasse 25, Karlsruhe.

License to manufacture clutches offered by producer of clutches for all purposes. Lamellen und Kupplungsbau August Haeussermann, P.O. Box 89, Stuttgart-Obertuerkheim.★

Offers license for constant horsepower, variable speed, mechanical transmission. Helmut Guettler, 5 Rosenstrasse, Duesseldorf.

357 Computing Machines

Computer manufacturer seeks reciprocal licensing arrangement for electronic computers or allied digital equipment. Zuse EG, Wehneberger Strasse 4, Bad Hersfeld/Hessen.

358 Service Industry Machines

Desires license for industrial air-conditioning and smoke control equipment. G. Simpelkamp & Co., Maschinenfabrik, P.O. B. 929, Krefeld.★

362 Electrical Industrial Apparatus

Wants license or joint venture arrangement to manufacture five milli-second analogue to digital converter. Rega, Brucker & Co., Box 241, Siegburg.

Seeks license or joint venture arrangement to manufacture numerical control systems. Theodor Kiep Vertriebsgesellschaft GmbH, Thornerstrasse 1, Duesseldorf-Feisholz.

Manufacturer of electrical control, power and generating equipment wants license to produce new products to expand operations. Pintsch Bamag A.G., Butzbach/Hessen.

363 Household Appliances

License to manufacture home ironer sought by wholesaler of electrical appliances and producer of electrical switchboxes. Bruns & Finkenberg, 3 Ebertstrasse, Bocholt/Westf.

367 Electronic Components and Accessories

Joint venture for manufacturing electronic items sought by producer of textile machinery. Merkel & Kienlin GmH, 38 Fabristrasse, P.O. Box 84, Esslingen/Neckar.

This long-established, reputable firm is seeking diversification in an area which does not require a highly skilled labor force. It has sufficient capital to relocate and build a new plant. The present plant which is used in preparation of raw wool for the manufacture of yarn is not adequate for extensive expansion. It has recently started assembling rectifiers on a trial basis and plant to set up a sales and service organization. The management would be agreeable to a wide range of licensing and/or joint venture arrangements not necessarily limited to the electronics field.★

371 Motor Vehicle Equipment

Engineering company offers license for production of stepless gears and driving elements for amphibious vehicles. Wilhelm Salzig, 27-29 Walgasse, Cologne.

382 Control Instruments

Wants license to manufacture electronic test or measuring equipment. Sadowski & Co. Esslingen-Berkheim.★

Manufacturer of electronic controls seeks reciprocal licensing. This firm is interested in locating a U.S. company with experience in electronic controls for the graphic arts industry. It produces sheet and roller controls and stamping controls for paper cutting. It has a sales and service organization and also a research and testing department. It would consider beginning on an agency basis which could possibly lead to a licensing arrangement. Weitmann & Konrad, Postfach 80, Stuttgart, Werk Echterdingen.★

386 Photographic Equipment

Offers license to produce and sell 360 camera, projection equipment, and plexiglass rear projection screens for daylight viewing. Equipment has application in advertising, driver and pilot training, and traffic and industrial monitoring. Buero fuer Kinotechnische Entwicklung, Lotzestrasse 13a, Goettingen.

399 Signs and Advertising Displays

Manufacturer of point of sale advertising material wants affiliation with U.S. firm to exchange designs and produce point of sale material for the German consumer market. Wullner & Maix, Wallbrecht Str. 93, Hanover-Linden.



A000070943498

**a postage stamp
can provide
overseas sales
for your products
this fall**



**Italy
Japan
Philippines**

in Spain Greece

HOW IT WORKS

The Department of Commerce will send Trade Missions to the following countries this fall: *Japan and the Philippines*, October 6 through November 3, and 7, 1962—Deadline for Business Proposals, Sept. 1; *Spain, Italy and Greece*, November 3 through December 5, 1962—Deadline for BP's, October 1.

A complete report on each business proposal submitted will be made to each firm submitting Business Proposals by the Director of the Mission prior to his departure from these countries, along with the names, addresses, and company affiliations of prospective customers or representatives.

The procedure is simple. You do not have to fill out a form. Answer these nine questions:

1. Do you now have business connections or are you represented in any of these countries (if you have an exclusive representative, the Trade Mission cannot locate another agent for you)? If you are represented, by whom and in which country(ies)?

2. Have you had previous business experience with these countries? Please enumerate countries.

3. What products do you wish to sell or purchase and in which countries? Or, what type of business transactions do you wish to make? Please describe products in detail.

4. Do you wish to obtain an agent or do you prefer to export directly? If so, in which countries?

5. Do you prefer to import for your own account or to act as an agent?

6. Will you consider direct investment or a joint venture, such as providing machinery, know-how, or capital, with a qualified firm?

7. Are you interested in licensing a qualified company to produce your

products abroad? If so, describe in detail nature of agreement you would consider.

8. To what extent are you prepared to sell on long-term credit or, if dollar exchange is not available, accept payment in foreign currency?

9. What type of company would be qualified to transact your business?

All the information, besides the answers to these nine questions, that you provide will contribute to the most successful selling approach possible. Don't hesitate to better illustrate your proposition by including catalogues and brochures along with indications of the size and scope of your operations. No one is too large or small to be represented.

Send all information (an original and two carbon copies for each of the five countries) to Director, Trade Mission to (name country), Bureau of International Business Operations, U.S. Department of Commerce, Washington 25, D.C., or Department of Commerce Field Offices.

U.S. TRADE MISSIONS BUSINESS PROPOSALS SERVICE
UNITED STATES DEPARTMENT OF COMMERCE, WASHINGTON 25, D.C.